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## **Audi brings its MQ! Innovation Summit to China**

- **The third MQ! Innovation Summit in Beijing on December 4 and 5**
- **Audi CEO Bram Schot: “China is the ideal place to discuss innovation topics”**
- **Ticket applications at [www.the-mobility-quotient.com](http://www.the-mobility-quotient.com)**

**Ingolstadt/Beijing, October 25, 2019 – Audi is inviting pioneers, visionaries and technical experts from all over the world to Beijing for the third MQ! Innovation Summit to discuss new approaches to innovation topics and the mobility of the future. Sustainability, electric mobility, artificial intelligence, automated driving: These are some of the main topics that will be addressed in keynote speeches and examined in workshops with all the participants.**

“China is the ideal place to discuss impulses for the mobility of tomorrow. Here, we are in a phase of transformation in which the digital environment in particular is rapidly changing,” says Bram Schot, Chairman of the Board of Management of AUDI AG. “It is the unconventional thought leaders who shape our future with their ideas. According to the motto ‘#neverstopquestioning,’ we want to promote this dialog, inspire each other and develop new ideas together.”

The expected keynote speakers include **Kai-Fu Lee**, an expert in artificial intelligence and author of the book AI Superpowers; **Derek Haoyang Li**, founder of Squirrel AI Learning; and **Peggy Liu**, founder and chairperson of JUCCE (Joint US-China Collaboration on Clean Energy), a non-governmental organization that has been at the heart of the greening of China.

In thirteen different workshops, the summit participants will dive deeper into the topics and work on specific questions: What does the right charging infrastructure for electric cars look like in Asia’s metropolises? How is the mobile ecosystem developing in China? How are we using swarm intelligence and augmented reality? The intercultural aspect is at the focus of this year’s MQ! Innovation Summit: Most of the workshops will be held with mixed international teams or will highlight topics that are particularly relevant for Asia, such as the specific needs of Chinese customers. Throughout the event, there will be opportunities to share thoughts and to network.



On the second day of the MQ!, the participants' best ideas will be announced at the Innovation Lab of Audi China. This is the highpoint of the initiative, which since July has called upon developers to submit innovative ideas for the open source platform "Audi connect."

Audi established the MQ! Innovation Summit three years ago in order to discuss the mobility quotient (MQ) as a measure of the mobility of a person or organization with experts from the fields of business and science. The MQ includes not only spatial mobility in its calculation, but also the factors of time, society and sustainability.

Interested persons can apply at [www.the-mobility-quotient.com](http://www.the-mobility-quotient.com), for tickets for the MQ!, which takes place on December 4 and 5 at the Phoenix International Media Center in Beijing. More information on the program is available also on Facebook at "The Mobility Quotient."

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

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